

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

RECENT FAS/USDA REPORTS

The following reports of interest were released during the month of July. Reports are available online at www.fas.usda.gov.

Morocco: Country Report

Venezuela: Country Report

Italy: Country Report

OPPORTUNITY AWAITS AT ISRAFOOD

ISRAFOOD, the largest trade exhibition of its kind in Israel, will be held in Tel Aviv on November 22-24, 2004. It is an excellent opportunity for California's agricultural exporters to show their products to key food importers, distributors, retailers, wholesalers, and processors.

The Israeli market holds great potential for California agriculture. Food consumption in Israel accounts for 16.5 percent of monthly household expenditure. Kosher products are purchased by 60-70 percent of consumers. The rapid devaluation of the euro against the Israeli shekel has prompted the import of more American products.

A few of the products with the highest potential include kosher items; dried fruit and nuts; wines and spirits; candies; baby food; fruit cocktail; seafood; snack foods; and frozen vegetables.

For further details, please contact Tobitha Jones at (202) 690-1182 or Tobitha.Jones@usda.gov.

UPCOMING EVENTS

Supported by CDFA

PRODEXPO 2005
February 2005, Moscow, Russia

CANADIAN FOOD & BEVERAGE SHOW 2005
February 20-22, 2005, Canada

For more information, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov.

MARKETING ISSUES FOR CALIFORNIA KIWIFRUIT

An article by researchers from the Department of Agricultural and Resource Economics at the University of California at Davis examines "marketing issues for organic kiwifruit and how they differ from those for conventional kiwifruit." The study, published in the current issue of *California Agriculture*, includes an exploration of kiwifruit imports and exports, consumption patterns, and prices.

The article is available through the magazine's website at <http://californiaagriculture.ucop.edu>.

According to statistics from the California Department of Food and Agriculture, California is the sole producer of kiwifruit in the U.S., with a 2002 production value of more than \$18 million, of which \$7.6 million was exported.

UPDATE ON MEXICAN BSE BAN

Mexico has again modified its BSE ban, now allowing imports of beef and pork sausage and beef and pork sausage with cheese. California exporters may also check the current status of international BSE bans online at www.aphis.usda.gov/lpa/issues/bse/trade/bse_trade_ban_status.html.

Source: USDA/FAS GAIN Report MX4085

PISTACHIO GROWERS EXPECT RECORD YEAR

California pistachio growers anticipate another record year. The California Pistachio Commission says weather so far has been ideal for crop development. Observers say the pistachio crop will likely best the previous record crop, of 302 million pounds, which was harvested two years ago. Exports of California pistachios in 2002 were valued at more than \$130 million, a 20 percent increase over 2001.

Sources: California Farm Bureau; 2002 California Agricultural Export Statistics, CDFA

U.S.-AFRICA AGRIBUSINESS CONFERENCE SET FOR NOVEMBER 2004

Scheduled for November 7-10, 2004, this event will bring together agribusiness interests from the U.S. and Africa to discuss partnership opportunities and the policies, practices, and technologies which impact the development and expansion of U.S.-Africa business relationships. Participants will include leaders in business, farming, and government from the U.S. and Africa.

For further details, please contact the Agricultural Export Program at (916) 654-0389 or aepinfo@cdfa.ca.gov.

EXPORT OPPORTUNITIES

- An Argentine importer seeks suppliers of used wooden wine barrels
- Korean companies are seeking suppliers of goat milk powder; frozen hagfish; chilled fish; hot sauces; unsweetened cocoa powder; blue turtles; powdered edible sulphur; soybeans; yellow soybeans; yellow and white corn; beer; olive oil; grapefruit juice; lard oil; lemon juice concentrate; organic non-dairy creamer; organic apple, grape, orange, and carrot juice concentrates; and organic tomato paste
- Chinese importers are looking for suppliers of edible tallow; edible meat meal and flour; mosses and lichens; cane molasses; cane sugar; frozen raspberries; and dried cranberries
- Tunisian companies are seeking suppliers of pregnant Holstein-Friesian heifers and other pregnant purebred heifers
- Russian companies seek exporters of spirits; wine; frozen pork; frozen dogfish and silver warehau; escolar fillets; and pecans
- A Turkish firm wishes to import wine
- A Thai firm is seeking suppliers of raisins
- Taiwanese importers are looking for suppliers of dog and cat food; duck meat; non-dairy coffee creamer; soybean oil; dried cranberries; roasted macadamia nuts; wine; liqueurs; mixed seasonings; brandy; snack foods; and salad dressing

Please contact AEP at aepinfo@cdfa.ca.gov for details.



California Department of Food and Agriculture

Secretary, A. G. Kawamura
Undersecretary, Chuck Ahlem

Agricultural Export Program

Patricia "Kelsey" Olson, Joshua Eddy, Sarah Logue,
Anela Pompei, and Kaori Matsuda